Results from the 2010 Census Race and Hispanic Origin Alternative Questionnaire Experiment

U.S. Census Bureau

Technical Briefing (August 8, 2012)



Overview of Technical Briefing

- (AQE) Goals and Research Strategies
- Methodology
- Race and Hispanic Origin Questionnaires
- Reinterview Study
- Focus Groups
- Major Findings
- Recommendations



What is the AQE?

The 2010 Census Race and Hispanic Origin Alternative Questionnaire Experiment (AQE) focused on improving the race and Hispanic origin questions by testing a number of different questionnaire design strategies.



What is the AQE?

→ NOTE: Please answer BOTH Question 8 about Hispanic origin and Question 9 about race. For this census, Hispanic origins are not races.	→ NOTE: Please answer BOTH Question 8 about Hispanic origin and Question 9 about race. For this census, Hispanic origins are not races.	8. What is Person 1's race or origin? Mark X write in the specific race(s) or origin(s).
8. Is Person 1 of Hispanic, Latino, or Spanish origin? No, not of Hispanic, Latino, or Spanish origin Yes, Mexican, Mexican Am., Chicano Yes, Puerto Rican Yes, Cuban Yes, another Hispanic, Latino, or Spanish origin — Print origin, for example, Argentinean, Colombian, Dominican, Nicaraguan, Salvadoran, Spaniard, and so on.	8. Is Person 1 of Hispanic, Latino, or Spanish origin? No, not of Hispanic, Latino, or Spanish origin Yes, Mexican, Mexican Am., Chicano Yes, Puerto Rican Yes, Cuban Yes, another Hispanic, Latino, or Spanish origin — Print origin, for example, Argentinean, Colombian, Dominican, Nicaraguan, Salvadoran, Spaniard, and so on.	 White — Print origin(s), for example, German, Irish, Le Black, African Am., or Negro — Print origin(s, Haitian, Nigerian, and so on.
9. What is Person 1's race? Mark □ White □ Black, African Am., or Negro □ American Indian or Alaska Native — Print name of enrolled or principal tribe. □ Asian Indian □ Japanese □ Chinese □ Korean □ Guamanian or Chamorro □ Filipino □ Vietnamese □ Samoan □ Other Asian — Print race, for example, Hmong, Laotian, Thai, Pakistani, Cambodian, and so on. □ Some other race — Print race. □ Some other race — Print race. □ Some other race — Print race.	9. What is Person 1's race? Mark ✗ one or more boxes. White — For example, German, Irish, Lebanese, Egyptian, and so on. Black, African Am., or Negro — For example, African American, Haitian, Nigerian, and so on. American Indian or Alaska Native — Print name of enrolled or principal tribe, for example, Navajo, Mayan, Tlingit, and so on. Asian Indian	Other Hispanic, Latino, or Spanish origin Argentinean, Colombian, Dominican, Nicaraguan, Salvador. American Indian or Alaska Native — Print rexample, Navajo, Mayan, Tingit, and so on. Asian Indian
→ If more people were counted in Question 1, continue with Person 2.	→ If more people were counted in Question 1, continue with Person 2.	→ If more people were counted in Question 1,



Goals and Research Strategies

- Increase reporting in the standard Office of Management and Budget (OMB) race and ethnic categories
- Lower item nonresponse to the race and Hispanic origin questions
- Improve the accuracy and reliability of race and ethnic data
- Elicit the reporting of detailed race and ethnic groups



2010 AQE Methodology

- Three-part design:
 - mail survey
 - reinterview study
 - focus groups



AQE Mail Survey

- 15 experimental questionnaire panels
- 2 control questionnaire panels
- Mailed to national sample of housing units (about 30,000 housing units per panel) (about 500,000 households)
- Design focuses on oversampling of various race and ethnic groups in mail survey



Experimental Questionnaire Panels



2010 Census - Control Panel

→	NOTE: Plea Question 9								ces.
8.	Yes, Me Yes, Pu Yes, Cu Yes, an	of Hisparexican, Mulerto Rica Juban Jother His	nic, Latino exican An	o, or Spanna, Chica	nish ori no panish	gin origin –	– Print ori		ample,
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→	NOTE: Please answer BOTH Question 8 about Hispanic origin and Question 9 about race. For this census, Hispanic origins are not races.
8.	Is Person 1 of Hispanic, Latino, or Spanish origin? Mark 🗷 one or more boxes.
	 No, not of Hispanic, Latino, or Spanish origin Yes, Mexican, Mexican Am., Chicano Yes, Puerto Rican Yes, Cuban Yes, another Hispanic, Latino, or Spanish origin — Print one or more origins, for example, Dominican, Salvadoran, Colombian, Spaniard, and so on.
9.	What is Person 1's race? Mark ✗ one or more boxes. White — For example, German, Irish, Lebanese, Egyptian, and so on. Black or African Am. — For example, African American, Haitian, Nigerian, and so on. American Indian or Alaska Native — Print name of enrolled or principal tribe, for example, Navajo, Mayan, Tlingit, and so on. □
	Asian Indian ☐ Chinese ☐ Korean ☐ Guamanian or Chamorro ☐ Filipino ☐ Vietnamese ☐ Other Asian — Print race, for example, Cambodian, Pakistani, Mongolian, and so on. ☐ Mative Hawaiian ☐ Guamanian or Chamorro ☐ Samoan ☐ Other Pacific Islander — Print race, for example, Tongan, Fijian, Marshallese, and so on. ☐ Marshallese, and so on. ☐
	☐ Some other race — Print race. ✓



Modify examples

-		OTH Question 8 about Hispanic origin and For this census, Hispanic origins are not races.													
8	8. Is Person 1 of Hispanio more boxes.	c, Latino, or Spanish origin? Mark 🗷 one or													
	Yes, Mexican, Mexican Yes, Puerto Rican Yes, Cuban Yes, another Hispani	Latino, or Spanish origin an Am., Chicano c, Latino, or Spanish origin — Print one or more origins, for ran, Colombian, Spaniard, and so on.													
•	White — For example, Ge□ Black or African Am.	erman, Irish, Lebanese, Egyptian, and so on. — For example, African American, Haitian, Nigerian, and so on. Alaska Native — Print name of enrolled or principal tribe, for igit, and so on.													
	☐ Chinese ☐ I	kistani, race, for example, Tongan, Fijian,													
	☐ Some other race — I	Print race.													



- Modify examples
- Remove the term "Negro"

•	NOTE: Please answer BOTH Question 8 about Hispanic origin and Question 9 about race. For this census, Hispanic origins are not races.	
	Is Person 1 of Hispanic, Latino, or Spanish origin? Mark one or more boxes.	
	 No, not of Hispanic, Latino, or Spanish origin Yes, Mexican, Mexican Am., Chicano Yes, Puerto Rican Yes, Cuban Yes, another Hispanic, Latino, or Spanish origin — Print one or more origins, example, Dominican, Salvadoran, Colombian, Spaniard, and so on. 	for
	What is Person 1's race? Mark X one or more boxes. White — For example, German, Irish, Lebanese, Egyptian, and so on. Black or African Am. — For example, African American, Haitian, Nigerian, and so on. American Indian or Alaska Native — Print name of enrolled or principal tribe, for example, Navajo, Mayan, Tlingit, and so on.	
	Asian Indian	
	□ Some other race — Print race. ✓	



- Modify examples
- Remove the term "Negro"
- Allow reporting of multiple responses to the Hispanic origin question

→	NOTE: Please answer BOTH Question 8 about Hispanic origin and Question 9 about race. For this census, Hispanic origins are not races.
8.	Is Person 1 of Hispanic, Latino, or Spanish origin? Mark X one or more boxes.
	 No, not of Hispanic, Latino, or Spanish origin Yes, Mexican, Mexican Am., Chicano Yes, Puerto Rican Yes, Cuban Yes, another Hispanic, Latino, or Spanish origin — Print one or more origins, for example, Dominican, Salvadoran, Colombian, Spaniard, and so on.
9.	What is Person 1's race? Mark ✗ one or more boxes. White — For example, German, Irish, Lebanese, Egyptian, and so on. Black or African Am. — For example, African American, Haitian, Nigerian, and so on. American Indian or Alaska Native — Print name of enrolled or principal tribe, for example, Navajo, Mayan, Tlingit, and so on. □
	Asian Indian Japanese Chinese Korean Guamanian or Chamorro Samoan Other Asian — Print race, for example, Cambodian, Pakistani, Mongolian, and so on.
	☐ Some other race — Print race. ✓



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- Clarify the Asian checkbox categories
- Clarify the Pacific Islander checkbox categories

→	NOTE: Please answer BOTH Question 8 and Question 9.													
8.	Is Person 1 of Hispanic, Latino, or Spanish origin?													
	 No, not of Hispanic, Latino, or Spanish origin Yes, Mexican, Mexican Am., Chicano Yes, Puerto Rican Yes, Cuban Yes, another Hispanic, Latino, or Spanish origin — Print origin, for example, Argentinean, Colombian, Dominican, Nicaraguan, Salvadoran, Spaniard, and so on. 													
9.	Is Person 1 Mark ✗ one or more boxes. ☐ White ☐ Black or African Am. ☐ American Indian or Alaska Native — Print name of enrolled or principal tribe. ✓													
	Asian Native Hawaiian and Other Pacific Islander													
	 □ Asian Indian □ Chinese □ Korean □ Guamanian or Chamorro □ Samoan □ Other Asian — Print, for example, Cambodian, Hmong, Laotian, Pakistani, Thai, and so on. □ Other Pacific Islander — Print, for example, Fijian, Tongan, and so on. 													
	☐ Some other race — Print below. ✓													



- Clarify the Asian checkbox categories
- Clarify the Pacific Islander checkbox categories
- Limit the use of the term "race"

→	NOTE: Please answer BOTH Question 8 and Question 9.														
8.	3. Is Person 1 of Hispanic, Latino, or Spanish origin?														
	 No, not of Hispanic, Latino, or Spanish origin Yes, Mexican, Mexican Am., Chicano Yes, Puerto Rican Yes, Cuban Yes, another Hispanic, Latino, or Spanish origin — Print origin, for example, Argentinean, Colombian, Dominican, Nicaraguan, Salvadoran, Spaniard, and so on. 														
9.	Is Person 1 Mark ✗ one or more boxes. □ White □ Black or African Am. □ American Indian or Alaska Native — Print name of enrolled or principal tribe. ✗														
	Asian Native Hawaiian and Other Pacific Islander														
	☐ Asian Indian ☐ Japanese ☐ Native Hawaiian														
	☐ Chinese ☐ Korean ☐ Guamanian or Chamorro														
	☐ Filipino ☐ Vietnamese ☐ Samoan ☐ Other Asian — Print, for example, Cambodian, Hmong, Laotian, Pakistani, Thai, and so on. ☐ Other Pacific Islander — Print, for example, Fijian, Tongan, and so on. ☐														
	☐ Some other race — Print below. ✓														



Combine the race and Hispanic origin questions:

- Detailed approach
- Streamlined approach
- Very Streamlined approach
- Alternative Control



Detailed Approach

8	What is Person 1's race or origin? Mark X one or more boxes AND write in the specific race(s) or origin(s).
	☐ White — Print origin(s), for example, German, Irish, Lebanese, Egyptian, and so on. ✓
	■ Black, African Am., or Negro — Print origin(s), for example, African American, Haitian, Nigerian, and so on.
	 Mexican, Mexican Am., Chicano □ Puerto Rican □ Cuban □ Other Hispanic, Latino, or Spanish origin — Print origin(s), for example, Argentinean, Colombian, Dominican, Nicaraguan, Salvadoran, Spaniard, and so on.
	American Indian or Alaska Native — Print name of enrolled or principal tribe(s), for example, Navajo, Mayan, Tlingit, and so on.
	 Asian Indian Japanese Other Asian — Print origin(s), for example, Hmong, Laotian, Thai, Pakistani, Cambodian, and so on.
	 □ Native Hawaiian □ Guamanian or Chamorro □ Samoan □ Other Pacific Islander ─ Print origin(s), for example, Fijian, Tongan, and so on.
	Some other race or origin — Print race(s) or origin(s).



Detailed Approach

- Includes examples and write-ins for <u>all</u> OMB race and Hispanic origin categories
- Maintains all original race and Hispanic origin checkboxes

		son 1's race or origin? Mark X one or more boxes AND specific race(s) or origin(s).
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	VVIIIC	Thin origin(s), for example, definant, men, because of Egyptian, and so on
		frican Am., or Negro — Print origin(s), for example, African American, erian, and so on.
8	Other His	Mexican Am., Chicano Puerto Rican Cuban spanic, Latino, or Spanish origin — Print origin(s), for example, Colombian, Dominican, Nicaraguan, Salvadoran, Spaniard, and so on.
		n Indian or Alaska Native — Print name of enrolled or principal tribe(s), for avajo, Mayan, Tlingit, and so on.
8		awaiian Guamanian or Chamorro Samoan acific Islander — <i>Print origin(s), for example, Fijian, Tongan, and so on.</i>
	Some oth	her race or origin — Print race(s) or origin(s).



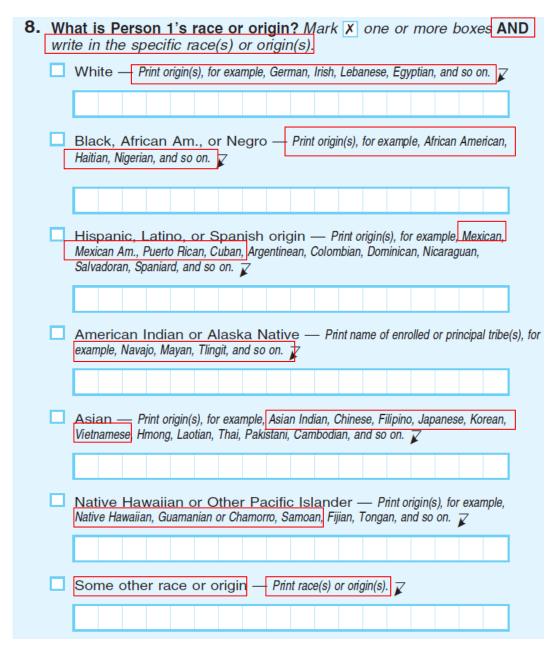
Streamlined Approach

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Streamlined Approach

- Includes examples and write-ins for <u>all</u> OMB race and Hispanic origin categories
- Removes specific national origin checkboxes; presented as example groups
- Streamlined presentation of OMB race and Hispanic origin categories





Very Streamlined Approach

→	NOTE: Please answer BOTH Questions 8 and 9 about race and origin.
8.	What is Person 1's race or origin? Mark X one or more boxes.
9.	 White Black, African Am., or Negro Hispanic, Latino, or Spanish origin American Indian or Alaska Native Asian Native Hawaiian or Other Pacific Islander Some other race or origin Write in Person 1's specific race, origin, or enrolled or principal tribe – For example, African Am., Argentinean, Chinese, Egyptian, German, Marshallese, Mexican, Mexican Am., Mongolian, Native Hawaiian, Navajo, Nigerian, Tlingit, and so on. Write in the specific race(s), origin(s), or tribe(s). ✓



Very Streamlined Approach

- Part 1 Very streamlined presentation of OMB race and Hispanic origin categories
- Part 2 Examples for <u>all</u>
 OMB race and Hispanic origin categories
- Write-in areas for specific race(s), origin(s), or tribe(s)

→	NOTE: Please answer BOTH Questions 8 and 9 about race and origin.
8.	What is Person 1's race or origin? Mark X one or more boxes.
	 White Black, African Am., or Negro Hispanic, Latino, or Spanish origin American Indian or Alaska Native Asian Native Hawaiian or Other Pacific Islander Some other race or origin
9.	Write in Person 1's specific race, origin, or enrolled or principal tribe – For example, African Am., Argentinean, Chinese, Egyptian, German, Marshallese, Mexican, Mexican Am., Mongolian, Native Hawaiian, Navajo, Nigerian, Tlingit, and so on.
	Write in the specific race(s), origin(s), or tribe(s). ✓



Alternative Control Approach

8.	What is Person 1's race or origin? Mark X one or more boxes.																			
		White Black, African Am., or Negro																		
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		Mexican, Mexican Am., Chicano																		
		Puerto Rican																		
		Cuban																		
		Other Hispanic, Latino, or Spanish origin — Print origin, for example,																		
	Argentinean, Colombian, Dominican, Nicaraguan, Salvadoran, Spaniard, and so on.																			
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	☐ American Indian or Alaska Native — Print name of enrolled or principal tribe. ▼																			
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Alternative Control Approach

- Serves as an alternative control for the combined race and Hispanic origin design approach
- Maintains 2010 Census race and Hispanic origin questions' write-in areas and checkboxes, but in a combined, single question format

8.	What is Person 1's race or origin? Mark X one or more boxes.											
	White											
	Black, African Am., or Negro											
	Mexican, Mexican Am., Chicano											
	Puerto Rican											
	Cuban Other Higheria Letine or Spenish erigin. Brist erigin for example											
	Other Hispanic, Latino, or Spanish origin — Print origin, for example, Argentinean, Colombian, Dominican, Nicaraguan, Salvadoran, Spaniard, and so on.											
	■ American Indian or Alaska Native — Print name of enrolled or principal tribe.											
	☐ Asian Indian ☐ Japanese ☐ Native Hawaiian											
	☐ Chinese ☐ Korean ☐ Guamanian or Chamorro											
	☐ Filipino ☐ Vietnamese ☐ Samoan											
	☐ Other Asian — Print race, for ☐ Other Pacific Islander — Print											
	example, Hmong, Laotian, Thai, race, for example, Fijian, Tongan, Pakistani, Cambodian, and so on.											
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	☐ Some other race or origin — Print race or origin.											
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AQE Reinterview Study

- One-in-five housing units from the 2010 AQE mail survey were selected for a reinterview study
- Assess the relative accuracy of the experimental 2010 AQE race and Hispanic origin questionnaires
- Probe more extensively into the racial and ethnic background of respondents



AQE Focus Groups

- Supplement 2010 AQE quantitative research
- Understand self-identification of race and Hispanic origin and fit of responses within OMB categories
- Identify issues respondents have with experimental questionnaires; reasons behind issues
- Help refine questionnaires for future testing
- Understand how and why people identify their race and ethnicity in different ways and contexts



AQE Focus Groups

Group	Community
White	Middle Eastern/North African; Iranian; European/North American
Black or African American	African American; African; Afro-Caribbean
American Indian and Alaska Native	American Indian (on and off reservation); Alaska Native; Indigenous Central and South American
Asian	Detailed Asian groups
Native Hawaiian and Other Pacific Islander	Native Hawaiian; Detailed Pacific Islander groups
Hispanic	English speaking; Spanish speaking; Detailed Hispanic groups
Multiracial	Parents of multiracial children; multiracial adults
Ancestry differs from place of birth	Examples: Asian Indians from Trinidad; Chinese from Jamaica



Major Findings



Item Nonresponse

Separate question format

RACE

3.5 percent to 5.7 percent

HISPANIC

4.1 percent to 5.4 percent

Combined question format

COMBINED 0.6 percent to 1.2 percent



Some Other Race decreased in the combined question



Table 1. Weighted Distributions

Panel	White Alone	Black Alone	American Indian and Alaska Native Alone	Asian Alone	Native Hawaiian and Other Pacific Islander Alone	Some Other Race Alone	Two or More Responses	Hispanic Alone	Invalid Response Alone
Control	70.7 (0.62)	11.3 (0.38)	0.5 (0.11)	5.3 (0.36)	0.1 (0.02)	5.8 (0.32)	4.5 (0.30)	NA	0.6 (0.16)
Detailed Approach	64.7 (0.66)	10.5 (0.38)	0.5 (0.12)	4.8 (0.28)	0.1 (0.02)	(0.05)	6.8 (0.38)	11.3 (0.42)	0.5 (0.13)
Streamlined Approach	64.5	10.9 (0.42)	0.3 (0.07)	5.1 (0.32)	0.1 (0.01)	0.2 (0.05)	5.8 (0.32)	11.8 (0.46)	0.6 (0.16)
Very Streamlined Approach	64.8 (0.76)	10.8 (0.41)	0.3 (0.10)	4.7 (0.30)	0.1 (0.02)	0.2 (0.06)	6.3 (0.37)	11.6 (0.49)	0.6 (0.18)
Alternative Control	66.3 (0.73)	10.9 (0.39)	0.3 (0.10)	5.2 (0.32)	0.1 (0.09)	0.1 (0.02)	3.9 (0.26)	11.5 (0.43)	0.5 (0.14)
Modified Race Examples	70.2 (0.72)	11.0 (0.42)	0.5 (0.07)	5.1 (0.32)	0.1 (0.02)	7.1 (0.37)	4.3 (0.32)	NA	0.3 (0.07)
Modified Hisp. Examples & Removal of Term "Negro"	71.1 (0.70)	11.3 (0.42)	0.6 (0.13)	5.2 (0.34)	0.1 (0.05)	6.2 (0.34)	4.2 (0.29)	NA	0.4 (0.11)
Multiple Hisp. Reporting	71.6 (0.67)	11.1 (0.42)	0.4 (0.11)	5.2 (0.34)	0.1 (0.04)	5.7 (0.31)	4.6 (0.30)	NA	0.3 (0.10)



- "White" dropped to levels reflecting the "Non-Hispanic White" population
- Largely due to Hispanics choosing their identity (i.e., only "Hispanic") in the combined question format



Table 1. Weighted Distributions

Panel	White Alone	Black Alone	American Indian and Alaska Native Alone	Asian Alone	Native Hawaiian and Other Pacific Islander Alone	Some Other Race Alone	Two or More Responses	Hispanic Alone	Invalid Response Alone
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Detailed Approach	(0.66)	10.5 (0.38)	0.5 (0.12)	4.8 (0.28)	0.1 (0.02)	0.1 (0.05)	6.8 (0.38)	11.3 (0.42)	0.5 (0.13)
Streamlined Approach	64.5	10.9 (0.42)	0.3 (0.07)	5.1 (0.32)	0.1 (0.01)	0.2 (0.05)	5.8 (0.32)	11.8	0.6 (0.16)
Very Streamlined Approach	64.8 (0.76)	10.8 (0.41)	0.3 (0.10)	4.7 (0.30)	0.1 (0.02)	0.2 (0.06)	6.3 (0.37)	11.6 (0.49)	0.6 (0.18)
Alternative Control	66.3	10.9 (0.39)	0.3 (0.10)	5.2 (0.32)	0.1 (0.09)	0.1 (0.02)	3.9 (0.26)	11.5 (0.43)	0.5 (0.14)
Modified Race Examples	70.2 (0.72)	11.0 (0.42)	0.5	5.1 (0.32)	0.1 (0.02)	7.1 (0.37)	4.3 (0.32)	NA	0.3 (0.07)
Modified Hisp. Examples & Removal of Term "Negro"	71.1 (0.70)	11.3	0.6 (0.13)	5.2 (0.34)	0.1 (0.05)	6.2 (0.34)	4.2 (0.29)	NA	0.4 (0.11)
Multiple Hisp. Reporting	71.6 (0.67)	11.1 (0.42)	0.4 (0.11)	5.2 (0.34)	0.1 (0.04)	5.7 (0.31)	4.6 (0.30)	NA	0.3 (0.10)



- Two or More Responses population was larger on combined question
- Distributions similar across panels for other groups (AIAN, Asian, NHPI)



Table 1. Weighted Distributions

Panel	White Alone	Black Alone	American Indian and Alaska Native Alone	Asian Alone	Native Hawaiian and Other Pacific Islander Alone	Some Other Race Alone	Two or More Responses	Hispanic Alone	Invalid Response Alone
Control	70.7 (0.62)	11.3 (0.38)	0.5 (0.11)	5.3 (0.36)	0.1 (0.02)	5.8 (0.32)	4.5 (0.30)	NA	0.6 (0.16)
Detailed Approach	64.7 (0.66)	10.5 (0.38)	0.5 (0.12)	4.8 (0.28)	0.1 (0.02)	0.1 (0.05)	6.8 (0.38)	11.3 (0.42)	0.5 (0.13)
Streamlined Approach	64.5	10.9 (0.42)	0.3 (0.07)	5.1 (0.32)	0.1 (0.01)	0.2 (0.05)	5.8 (0.32)	11.8 (0.46)	0.6 (0.16)
Very Streamlined Approach	64.8 (0.76)	10.8 (0.41)	0.3 (0.10)	4.7 (0.30)	0.1 (0.02)	0.2 (0.06)	6.3	11.6 (0.49)	0.6 (0.18)
Alternative Control	66.3 (0.73)	10.9 (0.39)	0.3 (0.10)	5.2 (0.32)	0.1 (0.09)	0.1 (0.02)	3.9 (0.26)	11.5 (0.43)	0.5 (0.14)
Modified Race Examples	70.2 (0.72)	11.0 (0.42)	0.5	5.1 (0.32)	0.1 (0.02)	7.1 (0.37)	4.3 (0.32)	NA	0.3 (0.07)
Modified Hisp. Examples & Removal of Term "Negro"	71.1 (0.70)	11.3 (0.42)	0.6 (0.13)	5.2 (0.34)	0.1 (0.05)	6.2 (0.34)	4.2 (0.29)	NA	0.4 (0.11)
Multiple Hisp. Reporting	71.6 (0.67)	11.1 (0.42)	0.4 (0.11)	5.2 (0.34)	0.1 (0.04)	5.7 (0.31)	4.6 (0.30)	NA	0.3 (0.10)



Race Findings

 Removal of the term "Negro" did not reduce proportion of respondents reporting as "Black"



Race Findings

Table 1. Weighted Distributions

Panel	White Alone	Black Alone	American Indian and Alaska Native Alone	Asian Alone	Native Hawaiian and Other Pacific Islander Alone	Some Other Race Alone	Two or More Responses	Hispanic Alone	Invalid Response Alone
Control	70.7 (0.62)	11.3 (0.38)	0.5 (0.11)	5.3 (0.36)	0.1 (0.02)	5.8 (0.32)	4.5 (0.30)	NA	0.6 (0.16)
Detailed Approach	64.7 (0.66)	10.5 (0.38)	0.5 (0.12)	4.8 (0.28)	0.1 (0.02)	0.1 (0.05)	6.8 (0.38)	11.3 (0.42)	0.5 (0.13)
Streamlined Approach	64.5	10.9	0.3 (0.07)	5.1 (0.32)	0.1 (0.01)	0.2 (0.05)	5.8 (0.32)	11.8	0.6 (0.16)
Very Streamlined Approach	64.8 (0.76)	10.8 (0.41)	0.3 (0.10)	4.7 (0.30)	0.1 (0.02)	0.2 (0.06)	6.3 (0.37)	11.6 (0.49)	0.6 (0.18)
Alternative Control	66.3 (0.73)	10.9 (0.39)	0.3 (0.10)	5.2 (0.32)	0.1 (0.09)	0.1 (0.02)	3.9 (0.26)	11.5 (0.43)	0.5 (0.14)
Modified Race Examples	70.2 (0.72)	11.0	0.5 (0.07)	5.1 (0.32)	0.1 (0.02)	7.1 (0.37)	4.3 (0.32)	NA	0.3 (0.07)
Modified Hisp. Examples & Removal of Term "Negro"	71.1 (0.70)	11.3 (0.42)	0.6 (0.13)	5.2 (0.34)	0.1 (0.05)	6.2 (0.34)	4.2 (0.29)	NA	0.4 (0.11)
Multiple Hisp. Reporting	71.6 (0.67)	11.1 (0.42)	0.4 (0.11)	5.2 (0.34)	0.1 (0.04)	5.7 (0.31)	4.6 (0.30)	NA	0.3 (0.10)



 Overall Hispanic reporting was about 14 percent of the total population, with no statistical differences across panels



Table 2, Hispanic Origin Weighted Distributions

Panel	Hispanic, Latino, or Spanish	Mexican Mexican Am., Chicano	Puerto Rican	Cuban	Other	Ger Write-In	neral Checkbox Only	Multiple	Mixed Hispanic and Non-	Not Hispanic
1 and	opanisn	Crittano	Rican	Cuban	Specific	write-in	Only	Hispanic	Hispanic	Trispanic
Control	13.8 (0.55)	8.2 (0.39)	1.2 (0.16)	0.8 (0.15)	2.3 (0.20)	0.4 (0.08)	0.4 (0.08)	0.5 (0.11)	0.2 (0.03)	81.0 (0.59)
Detailed Approach	14.5 (0.52)	7.8 (0.37)	1.6 (0.19)	0.5 (0.07)	2.6 (0.20)	0.9 (0.13)	0.7 (0.10)	0.5 (0.10)	NA	84.7 (0.53)
Streamlined Approach	14.1 (0.51)	6.4 (0.35)	1.1 (0.16)	0.6 (0.11)	2.7 (0.22)	1.2 (0.14)	2.0 (0.21)	0.2 (0.02)	NA	85.1 (0.54)
Very Streamlined Approach	14.3 (0.52)	7.3 (0.39)	1.1 (0.16)	0.6 (0.10)	2.3 (0.21)	1.4 (0.15)	1.5 (0.15)	0.3 (0.06)	NA	85.1 (0.53)
Alternative Control	13.8 (0.49)	7.4 (0.36)	1.7 (0.22)	0.5 (0.06)	2.2 (0.18)	0.5 (0.12)	1.4 (0.15)	0.2 (0.02)	NA	85.0 (0.51)
Modified Race Examples	13.8 (0.53)	8.0 (0.39)	1.4 (0.17)	0.6 (0.10)	2.7 (0.25)	0.3 (0.06)	0.5 (0.10)	0.4 (0.07)	0.3 (0.09)	80.6 (0.63)
Modified Hisp. Examples & Removal of Term "Negro"	14.5 (0.54)	8.4 (0.40)	1.7 (0.20)	0.7 (0.12)	2.6 (0.22)	0.4 (0.06)	0.3 (0.06)	0.5 (0.12)	0.3 (0.08)	80.2 (0.61)
Multiple Hisp, Reporting	13.4 (0.49)	7.5 (0.36)	1.3 (0.14)	0.6 (0.10)	2.5 (0.21)	0.4 (0.10)	0.5 (0.08)	0.6 (0.11)	0.3 (0.06)	80.8 (0.57)



 Distributions of detailed Hispanic origin groups were generally similar across all panels



Table 2, Hispanic Origin Weighted Distributions

Panel	Hispanic, Latino, or Spanish	Mexican Mexican Am., Chicano	Puerto Rican	Cuban	Other Specific	Ger Write-In	neral Checkbox Only	Multiple Hispanic	Mixed Hispanic and Non- Hispanic	Not Hispanic
Control	13.8 (0.55)	8.2 (0.39)	1.2 (0.16)	0.8 (0.15)	2.3 (0.20)	0.4 (0.08)	0.4 (0.08)	0.5 (0.11)	0.2 (0.03)	81.0 (0.59)
Detailed Approach	14.5 (0.52)	7.8 (0.37)	1.6 (0.19)	0.5 (0.07)	2.6 (0.20)	0.9 (0.13)	0.7 (0.10)	0.5 (0.10)	NA	84.7 (0.53)
Streamlined Approach	14.1 (0.51)	6.4 (0.35)	1.1 (0.16)	0.6 (0.11)	2.7 (0.22)	1.2 (0.14)	2.0 (0.21)	0.2 (0.02)	NA	85.1 (0.54)
Very Streamlined Approach	14.3 (0.52)	7.3 (0.39)	1.1 (0.16)	0.6 (0.10)	2.3 (0.21)	1.4 (0.15)	1.5 (0.15)	0.3 (0.06)	NA.	85.1 (0.53)
Alternative Control	13.8 (0.49)	7.4 (0.36)	1.7 (0.22)	0.5 (0.06)	2.2 (0.18)	0.5 (0.12)	1.4 (0.15)	0.2 (0.02)	NA	85.0 (0.51)
Modified Race Examples	13.8 (0.53)	8.0 (0.39)	1.4 (0.17)	0.6 (0.10)	2.7 (0.25)	0.3 (0.06)	0.5 (0.10)	0.4 (0.07)	0.3 (0.09)	80.6 (0.63)
Modified Hisp. Examples & Removal of Term "Negro"	14.5 (0.54)	8.4 (0.40)	1.7 (0.20)	0.7 (0.12)	2.6 (0.22)	0.4 (0.06)	0.3 (0.06)	0.5 (0.12)	0.3 (0.08)	80.2 (0.61)
Multiple Hisp, Reporting	13.4 (0.49)	7.5 (0.36)	1.3 (0.14)	0.6 (0.10)	2.5 (0.21)	0.4 (0.10)	0.5 (0.08)	0.6 (0.11)	0.3 (0.06)	80.8 (0.57)



 Multiple Hispanic reporting consistent regardless of instruction to "Mark one or more"



Table 2, Hispanic Origin Weighted Distributions

Austria, Ilispanie Oligin (Hispanic, Latino, or	Mexican Mexican Am.,	Puerto		Other		neral Checkbox	Multiple	Mixed Hispanic and Non-	Not
Panel	Spanish	Chicano	Rican	Cuban	Specific	Write-In	Only	Hispanic	Hispanic	Hispanic
Control	13.8 (0.55)	8.2 (0.39)	1.2 (0.16)	0.8 (0.15)	2.3 (0.20)	0.4 (0.08)	0.4 (0.08)	0.5 (0.11)	0.2 (0.03)	81.0 (0.59)
Detailed Approach	14.5 (0.52)	7.8 (0.37)	1.6 (0.19)	0.5 (0.07)	2.6 (0.20)	0.9 (0.13)	0.7 (0.10)	0.5 (0.10)	NA	84.7 (0.53)
Streamlined Approach	14.1 (0.51)	6.4 (0.35)	1.1 (0.16)	0.6 (0.11)	2.7 (0.22)	1.2 (0.14)	2.0 (0.21)	0.2 (0.02)	NA	85.1 (0.54)
Very Streamlined Approach	14.3 (0.52)	7.3 (0.39)	1.1 (0.16)	0.6 (0.10)	2.3 (0.21)	1.4 (0.15)	1.5 (0.15)	(0.06)	NA.	85.1 (0.53)
Alternative Control	13.8 (0.49)	7.4 (0.36)	1.7 (0.22)	0.5 (0.06)	2.2 (0.18)	0.5 (0.12)	1.4 (0.15)	(0.02)	NA	85.0 (0.51)
Modified Race Examples	13.8 (0.53)	8.0 (0.39)	1.4 (0.17)	0.6 (0.10)	2.7 (0.25)	0.3 (0.06)	0.5 (0.10)	0.4 (0.07)	0.3 (0.09)	80.6 (0.63)
Modified Hisp. Examples & Removal of Term "Negro"	14.5 (0.54)	8.4 (0.40)	1.7 (0.20)	0.7 (0.12)	2.6 (0.22)	0.4 (0.06)	0.3 (0.06)	0.5 (0.12)	0.3 (0.08)	80.2 (0.61)
Multiple Hisp. Reporting	13.4 (0.49)	7.5 (0.36)	1.3 (0.14)	0.6 (0.10)	2.5 (0.21)	0.4 (0.10)	0.5 (0.08)	0.6 (0.11)	0.3 (0.06)	80.8 (0.57)



 Combined questions showed higher percentage of general Hispanic write-in and checkbox-only responses



Table 2. Hispanic Origin Weighted Distributions

and an arrangement of the second	Hispanic, Latino, or	Mexican Mexican				Ger	neral		Mixed Hispanic	Not
Panel	Spanish	Am., Chicano	Puerto Rican	Cuban	Other Specific	Write-In	Checkbox Only	Multiple Hispanic	and Non- Hispanic	Hispanic
							•	-	•	
Control	13.8	8.2	1.2	0.8	2.3	0.4	0.4	0.5	0.2	81.0
Connor	(0.55)	(0.39)	(0.16)	(0.15)	(0.20)	(0.08)	(0.08)	(0.11)	(0.03)	(0.59)
Detailed Approach	14.5	7.8	1.6	0.5	2.6	0.9	0.7	0.5	NA.	84.7
Detailed Approach	(0.52)	(0.37)	(0.19)	(0.07)	(0.20)	(0.13)	(0.10)	(0.10)	11/1	(0.53)
Streamlined Approach	14.1	6.4	1.1	0.6	2.7	1.2	2.0	0.2	NA	85.1
oueamined Approach	(0.51)	(0.35)	(0.16)	(0.11)	(0.22)	(0.14)	(0.21)	(0.02)	1171	(0.54)
Very Streamlined Approach	14.3	7.3	1.1	0.6	2.3	1.4	1.5	0.3	NA	85.1
, cry outcammed represent	(0.52)	(0.39)	(0.16)	(0.10)	(0.21)	(0.15)	(0.15)	(0.06)	1171	(0.53)
Alternative Control	13.8	7.4	1.7	0.5	2.2	0.5	1.4	0.2	NA	85.0
Themany condo	(0.49)	(0.36)	(0.22)	(0.06)	(0.18)	(0.12)	(0.15)	(0.02)	11/1	(0.51)
Madified Page Evennelse	13.8	8.0	1.4	0.6	2.7	0.3	0.5	0.4	0.3	80.6
Modified Race Examples	(0.53)	(0.39)	(0.17)	(0.10)	(0.25)	(0.06)	(0.10)	(0.07)	(0.09)	(0.63)
Modified Hisp. Examples &	14.5	8.4	1.7	0.7	2.6	0.4	0.3	0.5	0.3	80.2
Removal of Term "Negro"	(0.54)	(0.40)	(0.20)	(0.12)	(0.22)	(0.06)	(0.06)	(0.12)	(0.08)	(0.61)
Multiple Him Departing	13.4	7.5	1.3	0.6	2.5	0.4	0.5	0.6	0.3	80.8
Multiple Hisp, Reporting	(0.49)	(0.36)	(0.14)	(0.10)	(0.21)	(0.10)	(0.08)	(0.11)	(0.06)	(0.57)



 Increased detailed reporting for White groups and Black groups when provided with dedicated write-in lines



Table 3, Detailed Reporting for Select Race Groups and Hispanic Origin

	White	Black/ African American	Hispanic, Latino, or Spanish	American Indian & Alaska Native	Asian	Native Hawaiian & Pacific Islander	Some Other Race
Control	1.4 (0.23)	5.1 (0.70)	93.8 (0.82)	54.1 (6.81)	98.0 (0.57)	81.5 (4.75)	80.0 (6.67)
Detailed Approach	48.3 (1.03)	76.8 (1.34)	88.9 (1.02)	70.3 (4.93)	96.6 (1.38)	85.8 (6.45)	92.7 (6.07)
Streamlined Approach	50.4 (1.13)	76.6 (1.59)	77.7 (1.64)	64.5 (5.21)	94.5 (1.08)	81.9 (5.25)	95.9 (1.84)
Very Streamlined Approach	29.4 (1.00)	87.6 (1.27)	80.0 (1.30)	60.3 (4.91)	92.6 (1.31)	48.1 (6.01)	74.5 (8.37)
Alternative Control	1.8 (0.26)	2.9 (0.50)	86.4 (1.28)	73.3 (6.13)	97.4 (0.75)	46.6 (22.39)	98.0 (1.09)
Modified Race Examples	1.3 (0.22)	4.0 (0.55)	93.8 (0.81)	66.6 (5.93)	98.5 (0.39)	76.6 (9.66)	86.2 (4.58)
Modified Hisp. Examples & Removal of Term "Negro"	1.7 (0.23)	3.4 (0.35)	94.0 (0.72)	63.4 (7.68)	97.2 (1.21)	67.4 (13.36)	83.5 (6.26)
Multiple Hisp. Reporting	1.5 (0.19)	5.0 (0.93)	92.6 (0.95)	68.6 (5.29)	97.4 (0.70)	83.7 (5.93)	75.0 (7.65)



 Decrease in specific Hispanic reporting in the combined questions

 However, the total Hispanic proportions remain consistent across panels



Table 3, Detailed Reporting for Select Race Groups and Hispanic Origin

	White	Black/ African American	Hispanic, Latino, or Spanish	American Indian & Alaska Native	Asian	Native Hawaiian & Pacific Islander	Some Other Race
Control	1.4 (0.23)	5.1 (0.70)	93.8 (0.82)	54.1 (6.81)	98.0 (0.57)	81.5 (4.75)	80.0 (6.67)
Detailed Approach	48.3 (1.03)	76.8 (1.34)	88.9 (1.02)	70.3 (4.93)	96.6 (1.38)	85.8 (6.45)	92.7 (6.07)
Streamlined Approach	50.4 (1.13)	76.6 (1.59)	77.7 (1.64)	64.5 (5.21)	94.5 (1.08)	81.9 (5.25)	95.9 (1.84)
Very Streamlined Approach	29.4 (1.00)	87.6 (1.27)	80.0 (1.30)	60.3 (4.91)	92.6 (1.31)	48.1 (6.01)	74.5 (8.37)
Alternative Control	1.8 (0.26)	2.9 (0.50)	86.4 (1.28)	73.3 (6.13)	97.4 (0.75)	46.6 (22.39)	98.0 (1.09)
Modified Race Examples	1.3 (0.22)	4.0 (0.55)	93.8 (0.81)	66.6 (5.93)	98.5 (0.39)	76.6 (9.66)	86.2 (4.58)
Modified Hisp. Examples & Removal of Term "Negro"	1.7 (0.23)	3.4 (0.35)	94.0 (0.72)	63.4 (7.68)	97.2 (1.21)	67.4 (13.36)	83.5 (6.26)
Multiple Hisp. Reporting	1.5 (0.19)	5.0 (0.93)	92.6 (0.95)	68.6 (5.29)	97.4 (0.70)	83.7 (5.93)	75.0 (7.65)



 Decrease in specific Asian reporting where detailed checkboxes are not present in the combined question

 However, the total Asian proportions remain consistent across panels



Table 3, Detailed Reporting for Select Race Groups and Hispanic Origin

	White	Black/ African American	Hispanic, Latino, or Spanish	American Indian & Alaska Native	Asian	Native Hawaiian & Pacific Islander	Some Other Race
Control	1.4 (0.23)	5.1 (0.70)	93.8 (0.82)	54.1 (6.81)	98.0 (0.57)	81.5 (4.75)	80.0 (6.67)
Detailed Approach	48.3 (1.03)	76.8 (1.34)	88.9 (1.02)	70.3 (4.93)	96.6 (1.38)	85.8 (6.45)	92.7 (6.07)
Streamlined Approach	50.4 (1.13)	76.6 (1.59)	77.7 (1.64)	64.5 (5.21)	94.5 (1.08)	81.9 (5.25)	95.9 (1.84)
Very Streamlined Approach	29.4 (1.00)	87.6 (1.27)	80.0 (1.30)	60.3 (4.91)	92.6 (1.31)	48.1 (6.01)	74.5 (8.37)
Alternative Control	1.8 (0.26)	2.9 (0.50)	86.4 (1.28)	73.3 (6.13)	97.4 (0.75)	46.6 (22.39)	98.0 (1.09)
Modified Race Examples	1.3 (0.22)	4.0 (0.55)	93.8 (0.81)	66.6 (5.93)	98.5 (0.39)	76.6 (9.66)	86.2 (4.58)
Modified Hisp. Examples & Removal of Term "Negro"	1.7 (0.23)	3.4 (0.35)	94.0 (0.72)	63.4 (7.68)	97.2 (1.21)	67.4 (13.36)	83.5 (6.26)
Multiple Hisp. Reporting	1.5 (0.19)	5.0 (0.93)	92.6 (0.95)	68.6 (5.29)	97.4 (0.70)	83.7 (5.93)	75.0 (7.65)



Reinterview Findings

- Consistency percent of reinterview responses matching mail questionnaire responses
- Consistency was above 84 percent overall for all panels
- Gross difference rate (GDR) proxy for reliability
- Combined question panels had lower GDRs for White responses and Black responses



Reinterview Findings

- Net difference rates (NDR) measures difference between number reported and actual number in group (measure of accuracy)
- Combined question panels had lower NDRs for White responses
- Combined questions appear to yield a closer representation of self-identification



Focus Group Findings

- Prefer fair and equitable treatment of all groups
- Many Hispanics saw the race question instructions as preventing self-identification
- Separate category for "Middle Eastern, North African, Arab"



Focus Group Findings

- Use of the term "Negro" offensive and outdated
- Lack of agreement on definitions of "race" and "origin"
- Combined question approach presents equity





 Further test combined race and Hispanic origin question refinements, paying special attention to research in improving detailed Asian and detailed Hispanic reporting

0.		ite in the specific race(s) or origin(s).	ט
		White — Print origin(s), for example, German, Irish, Lebanese, Egyptian, and so on. \not	
		Black, African Am., or Negro — Print origin(s), for example, African American, Haitan, Nigerian, and so on.	
		Hispanic, Latino, or Spanish origin — Print origin(s), for example, Mexican, Mexican Am., Puerto Rican, Cuban, Argentinean, Colombian, Dominican, Nicaraguan, Salvadoran, Spaniard, and so on.	
		American Indian or Alaska Native — Print name of enrolled or principal tribe(s, example, Navajo, Mayan, Tilingit, and so on.), for
		Asian — Print origin(s), for example, Asian Indian, Chinese, Filipino, Japanese, Korean, Vietnamese, Hmong, Laotian, Thai, Pakistani, Cambodian, and so on.	
		Native Hawaiian or Other Pacific Islander — Print origin(s), for example, Native Hawaiian, Guamanian or Chamorro, Samoan, Fijian, Tongan, and so on.	
		Some other race or origin — Print race(s) or origin(s). \overrightarrow{p}	
→	lf n	nore people were counted in Question 1, continue with Person 2.	



 Continue researching the optimal use of examples for each race and origin response category

HISPANIC OR LATINO (for example, Mexican, Puerto Rican,
Cuban, Dominican, Guatemalan, Salvadoran, and so on)

☐ **ASIAN** (for example, Asian Indian, Chinese, Filipino, Japanese, Korean, Vietnamese, and so on)



 If Hispanic origin question is kept separate, allow multiple responses by explicitly including "Mark one or more" instruction

8. Is Person 1 of Hispanic, Latino, or Spanish origin? Mark X one or more boxes.



 Remove term "Negro" from the "Black, African Am., or Negro" response category

Black,	African	Am.,	or	Negro	_	For	example,	African	American,	Haitian,
Nigerian,	and so on.									

Black or African Am. — For example, African American, Haitian, Nigerian, and so on.



Discussion and Questions

